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[redacted]

Winston

Pathmark Stores Inc.

R J Reynolds
Tobacco Company

Source: https://www.industrydocuments.ucsf.edu/docs/pgxy0000

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Winston - No Bull

[redacted] *New Pack Design*

Wrap

Around

Graphics

Source: https://www.industrydocuments.ucsf.edu/docs/pgxy0000

[redacted] *Positioning : No Bull*

Heart

- Straight Up
- True to Oneself
- Reject Artificiality

Head

- No Additives
- No Artificial Ingredients
- 100% Tobacco, True Taste

Source: https://www.industrydocuments.ucsf.edu/docs/pgxy0000

Winston - No Bull

[redacted] *National Introduction - August 4*

- Start to arrive at Wholesale as early as May 26

- Repositioning - No Bull Brand
  - Only leading Brand with no artificial ingredients and no additives
  - New Pack design

Source: https://www.industrydocuments.ucsf.edu/docs/[redacted]

Test Market Results

Florida Approximately 1 year

- Significant Incremental Share Gain
- Greater than 50% of competitive adult smokers think **Winston** No Bull is better
- Greater than 90% of franchise adult smokers think **Winston** No Bull is better
- Box Brands - 65% of **Winston** test market growth
  - *80% of 21 to 24 year old prefer Box*
  - *60% of 25 to 34 year old prefer Box*

Source: https://www.industrydocuments.ucsf.edu/docs/pgxy0000

[redacted] *Product Rotation*

- Proper rotation by style is critical to minimize the liability of returned goods and to ensure a smooth transition for your customers of current to new product
  - *All new Winston packaging will be in white cases for 3 months to assist in product rotation*
  - *Timing of shipments of new Winston will differ by brand style*
  - *Ensure shipment of current Winston prior to new Winston*

Source: http://www.industrydocuments.ucsf.edu/docs/pgxy0000

[redacted] *Box Distribution Program*

- Share of market for the box category is growing nearly 3 share points per year at the National level
- Increasing **Winston** Box distribution will increase your profits and positively impact your Partners Program
- Impactful POS, Promotions and Display at retail will increase demand for all **Winston** styles, including Winston Box styles

Source: https://www.industrydocuments.ucsf.edu/docs/pgxy0000

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[redacted] *Pricing*

- List pricing and terms will be the same as current styles of **Winston**

Source: http://www.industrydocuments.ucsf.edu/docs/pgxy0006

Winston - No Bull

[redacted] *Product Dimensions & Weights*

Configuration		Length (in)	Width (in)	Height (in)	Cube (ft3)	Weight
FF SP, LT SP, UL SP, SEL FF SP, SEL LT SP						
85mm - 20's - SP - 24.8mm						
Pack		2.0625	0.84375	3.375	0.003399	0.787 oz
Carton		10.625	1.78125	3.4375	0.037649	8.67 oz
Case(Outer Dimensions)	6M	17.625	11.0625	11.125	1.255274	16.0 lbs
	12M	17.625	11.0625	21.6875	2.44708	33.5 lbs
FF 100, LT 100, UL 100, SEL FF 100, SEL LT 100						
100mm - 20'S - SP - 24.8mm						
Pack		2.0625	0.84375	4.0000	0.004028	0.933 oz
Carton		10.625	1.78125	4.03125	0.044152	10.13 oz
Case(Outer Dimensions)	6M	20.5625	11.0625	11.125	1.464487	21.0 lbs
	12M	20.5625	11.0625	21.6875	2.854927	39.0 lbs
LT 100 BX, UL 100 BX, SEL FF 100 BX						
98mm - 20's - CPB - 24.0 & 24.4mm						
Pack		2.21875	0.9375	3.96875	0.004777	1.067 oz
Carton		11.125	1.875	4.0625	0.04904	11.47 oz
Case(Outer Dimensions)	6M	20.625	11.6875	11.6875	1.630397	22.0 lbs
	12M	20.625	11.6875	22.8125	3.182326	44.0 lbs
SEL SLIM LT 100						
98mm - 20's - CPB - 22.5mm Slims						
Pack		2.09375	0.84375	3.96875	0.004	0.947 oz
Carton		10.5	1.78125	4.03125	0.044	10.27 oz
Case(Outer Dimensions)	6M	20.6875	11.0625	11.0625	1.465112	20.5 lbs
	12M	20.5625	10.9375	21.5	2.798264	39.5 lbs
FF BX, LT BX, UL BX, SEL FF BX, SEL LT BX						
83mm - 20's - CPB - 24.4mm						
Pack		2.2047	0.9055	3.4055	0.003934	0.933 oz
Carton		11.125	1.875	3.4375	0.041495	10.13 oz
Case(Outer Dimensions)	6M	17.625	11.5625	11.625	1.370977	19.8 lbs
	12M	17.625	11.5625	22.75	2.682987	39.0 lbs

Source: https://www.industrydocuments.ucsf.edu/docs/pgpb0000

Winston - No Bull

[redacted] UPC Information

Brand / Style	Pack UPC	Non Sup. Pack UPC	Carton UPC	Case UPC
Base WINSTON				
FF85	0 123103 9	0 12300 00010 9	0 12300 11013 6	000 12300 11012 9
FF100	0 123143 7	0 12300 00014 7	0 12300 11413 4	000 12300 11412 7
FFCP83	0 123123 3	0 12300 00012 3	0 12300 11213 0	000 12300 11212 3
LT85	0 123113 6	0 12300 00011 6	0 12300 11113 3	000 12300 11112 6
LT100	0 123133 0	0 12300 00013 0	0 12300 11313 7	000 12300 11312 0
LTCP83	0 123193 2	0 12300 00019 2	0 12300 11913 9	000 12300 11906 1
LTCP100	0 123593 8	0 12300 00059 8	0 12300 15913 5	000 12300 15906 7
UL85	0 123173 8	0 12300 00017 8	0 12300 11713 5	000 12300 11706 7
UL100	0 123183 5	0 12300 00018 5	0 12300 11813 2	000 12300 11806 4
ULCP83	0 12300 70399 4	0 12300 70399 4	0 12300 70313 0	000 12300 70306 2
ULCP100	0 12300 70499 1	0 12300 70499 1	0 12300 70413 7	000 12300 70406 9
Select				
FF85	0 12300 70999 6	0 12300 70999 6	0 12300 70913 2	000 12300 70906 4
FF100	0 12300 22463 5	0 12300 22463 5	0 12300 22464 2	000 12300 22465 9
FFCP83	0 12300 71099 2	0 12300 71099 2	0 12300 71013 8	000 12300 71006 0
FFCP100	0 12300 22185 6	0 12300 22185 6	0 12300 22186 3	000 12300 22187 0
LT85	0 12300 71199 9	0 12300 71199 9	0 12300 71113 5	000 12300 71106 7
LT100	0 12300 20276 3	0 12300 20276 3	0 12300 20277 0	000 12300 20278 7
LTCP83	0 12300 71299 6	0 12300 71299 6	0 12300 71213 2	000 12300 71206 4
Slim LTCP100	1 12300 20165 0	1 12300 20165 0	1 12300 20166 7	000 12300 20167 4

Source: http://www.industrydocuments.ucsf.edu/docs/pgx0000